

DIGITAL MARKETING PRACTICES AMONG MALAYSIAN WOMEN ENTREPRENEURS OF MICRO, SMALL, AND MEDIUM ENTERPRISES

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ABSTRACT

This study explores the level of awareness and utilization of digital marketing tools among women entrepreneurs operating micro, small, and medium enterprises (MSMEs) in central Malaysia. The rapid growth of digital marketing has reshaped business strategies worldwide, yet women entrepreneurs especially in MSMEs often face unique challenges in leveraging these tools effectively. To assess this, a mixed-methods approach was employed, incorporating a survey and interviews with 22 women entrepreneurs. The survey captured data on key areas including: levels of awareness and practice of digital marketing tools, utilization of digital tools for marketing purposes, including the most frequently used social media platforms, as well as the challenges and opportunities they face. The findings indicate that while there is a moderate level of awareness of popular digital marketing tools such as social media platforms, many respondents reported limited use due to challenges such lack of skills, time constraints, limited budgets, lack of skilled employees, difficult to measure the return on investment (ROI) and limited access to devices. The analysis also revealed that women entrepreneurs who actively engage in digital marketing strategies tend to use platforms like Facebook, TikTok and Instagram to connect with customers and build brand visibility. However, their approach is often informal, lacking comprehensive digital strategies that can maximize reach and impact. Additionally, respondents identified significant opportunities in expanding their customer base and enhancing competitiveness, but they emphasized the need for better training programs and support networks to overcome barriers. This paper contributes to the understanding of awareness, utilization, and challenges faced by women entrepreneurs in MSMEs in Malaysia regarding the adoption of digital marketing tools, providing insights into how these entrepreneurs navigate the digital landscape to overcome barriers and leverage digital platforms for business growth and competitiveness.

Keywords: Women Entrepreneurs, Digital Marketing, MSMEs, Womenpreneur, Training and Support.